Research, Reference and Training Division

6086. SHRIMATI BASANTI SARMA:

DR. SHRIKANT RAMCHANDRA JICHKAR:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what research activity has been done during the last three years by the Research Reference and Training Division of the Ministry;

(b) how this research is distinct from the research done at the various schools, colleges and Department of Journalism and Mass Communications;

(c) whether any cost benefit analysis of this division has been made; and

(d) if so, whether there is any need for this division at all?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTNG (SHRI K. P. SINGH DEO): (a) and (b). The Research, Reference and Training Division functions primarily as an information service agency of the Ministry of Information & Broadcasting The Division collects and compiles information from Government & non-Government Services, published matter in newspapers and magazines, academic journals etc. The topics covered include current affairs, economy, tourism, trade mass communication, personalities etc. The National Documentation Centre on Mass Communication (NDCMC), a Wing of the Division, provides information to the Ministry and its Media Units to help in their programmes and publicity campaigns. During the last three years, the Division has prepared 46 backgrounders etc., 116 documentation services by NDCMC and published annual reference books titled "India—A Reference Annual" and "Mass Media in India", in addition to various other papers sought by the Ministry of different topics from time to time. The research done by the Division is different from the research done in various academic institutions in as much as that the research is not based on primary data collection, but on published sources of information. Further, the output of the Division's activities is intended mainly for official use of the Ministry and its media units.

(c) Since it is an information service agency, without potential for generating revenue, no cost benefit analysis of the Division has been considered necessary.

(d) Does not arise.

Broadcast Centres of All India Radio

6087. SHRI V. RAJESHWAR RAO:

DR SHRIKANT RAMCHANDRA JICHKAR:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) how many broadcast centres of AIR were there in the country on 1st July, 1991 and how many of them are there as on 1st May, 1995;

(b) how much money has been spent for this increase ;

(c) how much population and area has been covered; and

(d) by when the 100 per cent coverage will be achieved?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) On 1st July, 1991, there were 122 centres of All India Radio, and on 1st May, 1995, there were 177 centres of All India Radio in the country.

(b) An amount of Rs. 146 crores has been spent to achieve this expansion of AIR network.

(c) and (d) All India Radio covers 97.1 per cent of the population and 89.7 per cent area of the country, on MW/ VHF band. With the regional Short Wave service, the entire country is covered by AIR's radio transmission.

Publications by the Publications division

6088. DR. SHRIKANT RAMCHANDRA JICHKAR:

SHRI JAGIR SINGH DARD:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) how many publications were brought about by the Publications Division last year;

(b) out of these how many were sold and at what price;

(c) what was the criterion for bringing out such publications; and

(d) whether the publications are commercially profitable?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) During 1994-95 Publications Division brought out 157 titles.

(b) The titlewise break up of sales is difficult to arrive at as (i) sale of books is an on-going process and (ii) Publications Division sells its books through various outlets. However, gross sales of Publications Division during 1994-95 amounted to Rs. 173.52 lakhs.

(c) Publications Division brings out books on subjects like art and culture, history and tradition, democratic processes, economic development, social resurgence and children literature, to give valuable information and document the multi-faceted culture of India through its Publications.

(d) Being primarily a service organisation, Publications Division is not run on a commercial basis.

Establishment cost of Photo division

6089. DR. SHRIKANT RAMCHANDRA JICHKAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what is the establishment cost of the photo division annually;

(b) what is the necessity of the Photo division when photography and processing is available at very cheap rates outside;

(c) whether any review of the Photo Division and its cost benefit analysis will be made;

(d) if so, by when; and

(e) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) The establishment cost of Photo Division for the year 1994-95 was Rs. 55.51 lakhs.

(b) to (e) Various Ministries and Departments of the Government of India including the President's Secretariat, Vice-President's Secretariat, Prime Minister's Office, Lok Sabha and Rajya Sabha Secretariats depend on Photo Division for their photo publicity. Certain sensitive Ministries like Defence, External Affairs and Home have to depend on Photo Division when private photographers cannot be granted access. Photo Division also functions as a photo library which has more than 15 lakhs negatives of great archival value and historical importance. It also imparts training in different aspects of photography to persons deputed from the Information and Public Relations Departments of the State Governments/ Union Territories. As compared to